



Public Relations Is Important to Every Educational Organization

Everyone – teachers, custodians, administrators, secretaries – contributes to your overall image. How the public perceives your organization is directly related to the way you communicate.



Let the Iowa School Public Relations Association (ISPRA) support you

in your efforts to educate and inform your audiences. ISPRA will provide you with the latest information about school public relations and offer useful tips and ideas on how to improve your communication efforts. ISPRA will connect you with people at all levels of expertise, including some of the best and brightest school public relations professionals in Iowa. Let ISPRA be a resource for you.

The website www.ispra.org lists contact names and contains more information.

How to Join:

ISPRA offers two levels of affordable annual membership – professional and student.

Professional Member - \$40

- Is eligible to hold office in the Chapter
- Is a part of the policy-making body of ISPRA; is eligible to vote on Chapter business
- Receives discount on all workshops and contests sponsored by ISPRA
- Receives notification of all Chapter meetings, workshops, and communication contests
- Participates on the association's listserv and have unlimited online access to shared materials and tip sheets.

Student Member - \$15

- Receives tip sheets and selected publications
- Receives notification of Chapter sponsored workshops and the communications contest
- Has opportunities for job shadowing

School Public Relations

IS ABOUT STUDENTS





www.ispra.org



The Iowa School Public Relations Association, ISPRRA, is an organization of public relations professionals, superintendents, principals, teachers, and others interested in fostering understanding and support for education.

As a member of the Iowa School Public Relations Association, you will:

- Discover the importance of public relations to education
- Increase your use and understanding of school public relations
- Share ideas and information with others who have similar objectives
- Improve your communications skills

Professional Growth

ISPRRA hosts workshops to help participants develop their public relations skills. Local and national experts cover topics such as designing effective publications, improving communication skills, communicating during a crisis, using social media to improve your organization's communications and developing a public relations plan.

Networking

Joining ISPRRA gives you the opportunity to exchange ideas with leaders in Iowa school public relations. Discover new ways to handle communication challenges that face schools today.

Recognition for Your Organization

Each year, ISPRRA conducts a statewide communications contest that provides recognition for excellence in print publications, web sites, video production, and more.